

1917
H83

Howard

Southern Markets for Early Varieties of Apples
from Southern Illinois

SOUTHERN MARKETS FOR EARLY VARIETIES OF APPLES
FROM SOUTHERN ILLINOIS

BY

CARL GOOCH HOWARD

THESIS

FOR THE

DEGREE OF BACHELOR OF SCIENCE

IN

AGRICULTURE

COLLEGE OF AGRICULTURE

UNIVERSITY OF ILLINOIS

1917

1917
H83

UNIVERSITY OF ILLINOIS

May 25, 1917

THIS IS TO CERTIFY THAT THE THESIS PREPARED UNDER MY SUPERVISION BY

CARL GOOCH HOWARD

ENTITLED SOUTHERN MARKETS FOR EARLY VARIETIES OF APPLES

FROM SOUTHERN ILLINOIS

IS APPROVED BY ME AS FULFILLING THIS PART OF THE REQUIREMENTS FOR THE

DEGREE OF Bachelor of Science in Agriculture

B. S. Dickett

Instructor in Charge

APPROVED:

[Signature]

HEAD OF DEPARTMENT OF

Horticulture

376700

23 Dec. 17 Ciley

THE UNIVERSITY OF CHICAGO

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES
DEPARTMENT OF CHEMISTRY

RECEIVED

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY



TABLE OF CONTENTS

Discussion

Data	Page
Theoretical consumption of apples per season	3
Tabulation of replies to form letters	9
Freight rates	12
Apple quotations for the last five years	13
Seasonal net returns tabulation	25
General net returns tabulation	34
Discussion of results of investigation	35
Conclusions	41



Digitized by the Internet Archive
in 2013

<http://archive.org/details/southernmarketsf00howa>

SOUTHERN MARKETS FOR EARLY VARIETIES OF APPLES
FROM SOUTHERN ILLINOIS

In the past few years, with the business of apple growing, has come a feeling that there will soon be a need for greater market facilities and more widespread markets for apples. In a consideration of the summer apples of Southern Illinois, while there is now no pressing need for greater market facilities, a few years is likely, with the improved methods which are now being practiced, to make a greater range of market necessary. Commercially, a market must be assured before the crop comes into harvest. Since all, or nearly all of our early fruit from Southern Illinois goes to a local market, or to the Chicago, St. Louis, or Indianapolis markets, and since Indiana and Missouri also have access to the same markets, there is apt to follow a glutting of the market and hence a lowering in prices, with a generally good crop throughout.

Now if we can succeed in building up, in the Southern States, a market for our early varieties of apples, we can, by a judicious placement of our crops, secure greater returns from this outlet than we can thru the present methods of marketing, providing the yields and conditions are comparable.

The fact that there are not, in the Southern States as many relatively large cities as there are in the Northern States might have some influence on the amount of fruit which could be consumed in a given period. Quoting the census report of 1910, there were produced in the United States in the year 1909, 146,122,318 bushels of apples. This hundred forty-six million bushels of apples would

be, at a rough calculation, seventy million barrels. Allowing for sectional differences, these seventy million barrels of apples will be consumed in the period from August first to March first.

Then for early varieties of apples, with an approximate marketing period of one month, that is from August first to September first, ten million barrels would be consumed, if the distribution of consumption were considered to be the same thruout the whole seven months.

The United States had a population in 1909, as shown by the 1910 census reports, of 91,977, 266 people, or roughly one hundred million people. With one hundred million people and a consumption of ten million barrels, the per capita consumption of apples during the period from August first to September first would be one-tenth of a barrel. Or in this period, one barrel of apples would be consumed by each ten persons, with the distribution the same thruout the country and the season.

From this per capita consumption we have a basis by which we may calculate theoretically, the number of barrels any city should consume between August first and September first. This calculation will be a little high, due to the fact that distribution will not be equal thruout the United States, and the Northern Cities will consume a greater amount than the theoretical amount, while the Southern Cities will consume a little less than the theoretical amount.

Below is given a table of the Southern Cities, by States, as against the city of Chicago, giving the populations of all cities of over ten thousand inhabitants, and the calculated number of barrels of apples each of the cities would consume from August

first to September first, taking as a basis the estimates as given in the census of 1910.

<u>State</u>	<u>City</u>	<u>Population</u>	<u>Bbl. Apples Calculated</u>
Illinois	Chicago	2,185,523	218,529.3
Alabama	Anniston	12,794	1,279.4
"	Bessemer	10,864	1,086.4
"	Birmingham	132,658	13,265.8
"	Gadsden	10,557	1,055.7
"	Mobile	51,521	5,152.1
"	Montgomery	38,136	3,813.6
"	Selma	13,694	1,369.4
Florida	Jacksonville	57,699	5,769.9
"	Key West	19,945	1,994.5
"	Tampa	37,782	3,778.2
Georgia	Atlanta	154,839	15,483.9
"	Augusta	41,949	4,194.9
"	Columbus	20,554	2,055.4
"	Macon	40,665	4,966.5
"	Savannah	65,964	6,594.4
Kentucky	Covington	53,270	5,327.0
"	Lexington	35,099	3,509.0
"	Louisville	233,938	23,393.8
"	New Port	30,309	3,030.9
"	Peducah	22,760	2,276.0
Louisiana	Alexandria	11,213	1,121.3
"	Baton Rouge	14,897	1,489.7
"	Lake Charles	10,209	1,020.9
"	Monroe	11,449	1,144.9
"	New Orleans	339,075	33,907.5
"	Shreveport	28,015	2,801.5
Mississippi	Hattiesburg	11,733	1,173.3
"	Jackson	21,262	2,126.2
"	Meridan	23,285	2,328.5
"	Natchez	11,791	1,179.1
"	Vicksburg	20,814	2,081.4
South Carolina	Anderson	9,654	965.4
"	Charleston	58,833	5,883.3
"	Columbia	26,319	2,631.9
"	Greenville	15,741	1,574.1
"	Spartanburg	17,517	1,751.7
"	Sumter	8,199	819.9
Tennessee	Chattanooga	44,603	4,460.3
"	Jackson	15,779	1,577.9
"	Knoxville	36,346	3,634.6
"	Memphis	131,105	13,110.5
"	Nashville	110,364	11,036.4

The states of Arkansas, North Carolina, Virginia, and West Virginia were left out of the tabulation due to the fact that

THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION
PUBLISHED WEEKLY
CHICAGO, ILL., U.S.A.

Volume 10

Number 1

January 1917

Price 10 Cents

Subscription Price \$5.00

Single Copies 10 Cents

Entered as Second-Class Matter

October 3, 1911

Published by the American Medical Association, 535 North Dearborn Street, Chicago, Ill.
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.
Postage paid at Chicago, Ill.
Postmaster: This publication is entered as second-class matter, October 3, 1911, under No. 100,000, and is authorized to mail at that rate.
Copyright, 1917, by American Medical Association

Published by the American Medical Association, 535 North Dearborn Street, Chicago, Ill.
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.
Postage paid at Chicago, Ill.
Postmaster: This publication is entered as second-class matter, October 3, 1911, under No. 100,000, and is authorized to mail at that rate.
Copyright, 1917, by American Medical Association

Published by the American Medical Association, 535 North Dearborn Street, Chicago, Ill.
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.
Postage paid at Chicago, Ill.
Postmaster: This publication is entered as second-class matter, October 3, 1911, under No. 100,000, and is authorized to mail at that rate.
Copyright, 1917, by American Medical Association

Published by the American Medical Association, 535 North Dearborn Street, Chicago, Ill.
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.
Postage paid at Chicago, Ill.
Postmaster: This publication is entered as second-class matter, October 3, 1911, under No. 100,000, and is authorized to mail at that rate.
Copyright, 1917, by American Medical Association

Printed by the American Medical Association

Chicago, Ill.

January 1917

Price 10 Cents

they produce enough fruit out of their own state so that no importation is necessary. Kentucky and South Carolina also produce a certain amount of apples. An addition of the total number of barrels consumed theoretically between August first and September first, in the cities of the South of more than ten thousand inhabitants would give 257,329.5 barrels of apples as against a possible consumption of 218,528.3 barrels in Chicago, showing a slight advantage of all the southern markets over the Chicago market. Leaving out the States which produce some apples for the market we have left over, one hundred thousand barrels of apples which might be marketed in the remaining states of Florida, Georgia, Mississippi, Alabama, and Tennessee, and Louisiana. Considering one hundred and fifty barrels to the carload, this would mean roughly six hundred and fifty carloads of apples which might be marketed in the southern states in the month of August.

From a consideration of the distance apart of the cities of the Southern States as compared with the cities of the Northern States of approximately the same size, it is found that the average distance of cities of 10,000 inhabitants from one another is 125 to 150 miles in the Southeastern States over as far as Texas, and 75 to 100 miles in the Northeastern States over as far as Kansas and Nebraska. All other things being equal this distance apart of large cities would seem to indicate that, since the number of cities of over 10,000 inhabitants is greater in the Northern than in the Southern States, a Southern market would not be so profitable as a Northern market. But when we take into consideration the fact that, in any of the Northern States, enough apples are grown to more than supply the local markets, while in the Southern States practically

no apples are grown, it seems evident that a greater demand should be expressed from the Southern, than from the Northern States. That is if the necessity of apples as a household standby were felt as keenly in the South as in the North.

Some of the people in the extreme south have never eaten more than a dozen apples in their lives, and it seems logical to suppose that a tactful and careful advertising campaign would increase the demand for apples in this territory, just as the demand for oranges, lemons, and grapefruit has been increased in the North and East. Once established an apple market should prove as lucrative as the citrus markets.

Fifteen or twenty years ago, the grapefruit, or pomelo, was scarcely known save in Florida. Tourists and families from the Northern States, wintering in Florida developed a liking for grapefruit and carried some of the fruits north with them. Dividing them with their friends, a demand slowly sprang up for a constant supply and since that time the grapefruit industry has taken a high place in the Florida citrus industry. If the pomelo can be successfully introduced into the North, why cannot the apple be successfully introduced and marketed in the South?

In order to ascertain the general opinion of men who know conditions in the South as to the possibilities for a lucrative market for apples in the South, two form letters were mailed to representative Southern points, one to the traveling freight agents of the railways of the South, and the other to representative commission men of the South, as found in the membership roster of the "International Apple Shippers' Association", and as advertised in

the "Fruit Trade Journal", and the "Packer". A copy of each of the two form letters will be found below. It will be seen that the requests in the two are generally in the same connection, but each was arranged to fit as nearly as possible the differences in accuracy of the two classes of men to whom they were sent.

Letter Sent to Traveling Freight Agents

411 E. Green St.,
Champaign, Illinois,
November 8, 1916.

Mr. P. A. Sights,
Memphis, Tennessee.

Dear Sir:-

I am considering the advisability of shipping my early varieties of apples to a Southern market. I want information as to the time required for delivery, etc., and in view of getting information along this line, would ask the following questions and request that you fill in the blanks:-

1. How many days would be required for delivery from your Southern Illinois branch to Memphis, Tenn.? _____
2. How many cars of apples does your road usually carry into Memphis, Tenn., between July 1, and Sept. 1, annually? _____
3. How many cars of apples can Memphis, Tenn. handle in season? _____
4. What information can you give me as to previous prices per bushel or barrel, for summer apples? _____
5. How many refrigerator cars are you able to furnish in the period from July 1, to Sept. 1, for apple shipments? _____

6. What line of refrigerator cars do you handle? _____

7. What are the facilities for icing on the way? _____

Hoping you will find it convenient to fill out these blanks and return to me at your earliest convenience, I am

Very truly yours,

Letter Sent to Commission Men

411 E. Green St.,
Champaign, Illinois,
November 11, 1916.

Palmero & Co.,
New Orleans, La.

Gentlemen:

I am considering planting a commercial orchard in Southern Illinois and want to determine whether or not I shall plant summer varieties. I want information as to prospects for marketing Duchess, Red June, Yellow Transparent, etc., in Southern Cities. In view of getting information along this line would like for you to fill in the following blanks:-

1. What have the prices been for the last four or five years per bushel or per barrel? _____

2. What package or packages are best adapted to your market? _____

3. What number of bushels or barrels have you been able to handle of these summer varieties? _____

4. Can fruit be handled in this season in ordinary cars, or is it necessary to use refrigerated cars? _____

5. What varieties are best adapted to your buyers? _____

6. How discriminating is the market as to size, color, sizing, maturity, and condition? _____

Let me hear from you at your earliest convenience, and oblige,

Very truly yours,

Of some eighty letters to the railway freight agents, twenty representative replies are tabulated below. And of some forty letters to the commission men of the South, some twenty-five of which were members of the "International Apple Shippers' Association", twenty replies are tabulated below.

There was a large variation in the replies which were received in both cases, but from a careful study of all replies received, representative letters were chosen with a view of getting, as nearly as possible, the average concensus of opinion as to the advisability of trying to establish a market in the south for early apples.

NAME	CITY	Days re- quired Delivery	"(GAS) U" carried unit-bank section	"(GAS) U" can handle unit-bank section	Previous Price for Summer, Approx.	# (GAS) can for unit-bank section	LINE OF REFERENCE ERATOR (GAS) HANDLED	FACILITIES for icing in transport	REMARKS
J. M. JONES	PEORIA, ILL.	3-4	—	—	\$3.00-3.50	Any amount Depend on Demand	TURNED BY ORIGINATING PT. C.F.I. —	LEXINGTON, KY. (CHATTANOOGA, TENN.) ST. ILLMO,	SOUTHERN R.R.
L. G. LUCIA	SALEM, ILL.	1	—	Depend on condition	No data	—	FR.L. —	VILLAGE GROVE, ILL.	TO CHICAGO, ILL.
F. L. BODISON	ST. LOUIS, MO.	1	NORMAL	50	—	Apple supply	MOBILE, OHIO	MURPHYBORO, ILL.	SOUTHERN R.R.
C. V. MONK	F. ST. LOUIS, ILL.	1	NONE	30	\$3.00-4.00	Depend on Demand	A.R.L.	JACKSON, TENN. F. ST. LOUIS, ILL.	GOOD
F. B. DITTO	LEXINGTON, KY.	2	NORMAL	—	\$3.00-3.50	" "	ANY KINDS REQUIRED	GOOD	E.M. JONES OF PEORIA FILLING UP MISSING BUNK.
R. W. BROWN	MANVILLE, TENN.	1	—	—	—	—	R.R. DOES NOT HIT	—	NASHVILLE.
A. D. KNOX	" "	—	2-8	3-15	\$2.00-3.00	—	—	—	—
A. M. ALLEN	JACKSON, TENN.	2	2.5	2.5	\$3.00-3.50	ALL WINTER	1. C. OR FOREIGN	MOBILE, ILL., JACKSON ANTON, MISS.	1. C. R.R.
P. A. SIGHT	MEMPHIS, TENN.	—	—	700	\$1.00-3.00	" "	—	GOOD	DANVILLE.
L. L. GROVE	KNOXVILLE, TENN.	2	Light	—	.60-90¢	NECESSARY	ALL LINES	LOUISVILLE	—
C. W. BORUM	STRAZBURGH, TENN.	6	NONE	75-100	—	—	—	—	NONE SHIPPED LOCALLY PRODUCED.
O. C. M'KAY	MERIDIAN, MISS.	2	15	100	NONE	CANT SAY	T.R.F. 6 T.G.F.	JACKSON, TENN.	M. & O. R.R.
F. A. HAIR	NEW ORLEANS, LA.	3	—	Depends on demand	—	HANDLED AT SHIPPING PT.	I. C. R.R.	MOBILE, ILL., MEMPHIS, TENN., GENOA, MISS.	—
PAUL ALBRIGHT	ATLANTA, GA.	3-4	700	—	Dep. Dep. 1 80¢ per lb.	—	WABASH Bigs for	—	QUEENS CEMENT
W. H. GRIFFIN	VALDOSA, GA.	—	31	40	\$3.00 per lb.	—	—	—	SOUTHERN R.R.
C. I. LOWE	ATLANTA, GA.	4-6	100	500-700	\$2.00-3.00	—	—	MARTIN, MISSISSIPPI	—
C. T. COPE	ROME, GA.	3	NONE	30	WHOLE \$2.50-3.50	HANDLED HERE	—	E. CHATTANOOGA, TENN.	—
T. W. POLEY	ALBANY, GA.	4-6	FEM	Depend on condition	\$2.00-3.00	—	—	LOUISVILLE, KY. DANVILLE, KY. (CHATTANOOGA, TENN.)	SOUTHERN R.R.
O. F. REDD	ALBANY, GA.	4	2.0	150	NONE	ALL NEEDED	C. I. D.	—	1. C. R.R. (MOSTLY FROM VIRGINIA)
HUGH HARDIN	BRISTOL, TENN.	3	—	ANNUALLY 200-300	\$2.00-2.50	—	—	CAN TAKE PROPER CARE MOVING —	NOUJANNAH



NAME	CITY	PRICE/74T 4-5 YEARS	PACKAGES or MARKET	# Bu. or 36s HANDLED OR NOT	PERG. INCREASING OR NOT	VARIETIES ADAPTED TO MARKET	DISCRIMINATION OF MARKET	REMARKS
F.H. SIMPSON & CO	LOMA, ILL.	70¢ - 80¢	Bbl.	40-100 cask	Y.F.	Duchess, Genoni, Yellow transparent	Not much in eight years	(LINTON NURSEYMAN
O. PIPER	LINTON, KY.	VERY GOOD	Bu.	—	"	Wineap, Black Ben	—	
C.J. HAEFER	LOUISVILLE, KY.	VERY GOOD	Bu. or 36s	All available	"	Yellow transparent	Freight Pack	
TINION & MARVIN	"	\$2.00 - \$6.00	Bu. EARLY	3 cask	"	Wentham, Grimes, Maiden Blush, Grimes	Color & good points	
JOHN H. HILL	"	\$1.00 - \$1.50	Bbl. LATE	3 cask	"	Well transparent	Always bring premium	
W.H. LINTON	"	\$3.00	Bbl.	—	"	Duchess, Red June	—	HENDERSON - LARTEE
C.W. HENDERSON & CO	KNOXVILLE, TENN.	—	"	—	"	Yellow transparent	2 1/4" - good color	
W.H. LEXLEY & CO	KANTANOGA, TENN.	\$1.00 - \$1.50	Bbl.	5 cask	"	Maiden Blush	good color	
ALBERT JONES & PROWSE	MEMPHIS, TENN.	\$2.00 - \$3.00	"	15-25	"	Best Alexander, 4 trans.	Not more than any other	
J.C. LOWE & CO.	"	—	"	several	"	Duchess	Red - mostly best quality	Advises to target early varieties
ALBERT JEFFERSON	"	\$3.00 - \$5.00	"	500 Bbl.	"	Duchess, Red June	—	
M.L. CARRER & CO	"	\$4.00	"	few	"	Jonathan, Grimes, Maiden Blush	—	
G.W. DAVISON & CO	NEW BRANFLEX	—	"	—	—	Ben Gano, Wineap	—	
JOE. CHALONA & CO	"	\$1.00 - \$5.00	"	1 car week	Y.F.	Maiden Blush, 4 trans.	Large uniform climatic fruit	
DALMERO & CO	"	\$4.00	"	5 cask	"	Red varieties Maiden Blush	2 1/4" - Red.	
W.W. ANDERSON & CO	ATLANTA, GA.	\$1.00 - \$5.00	Bu.	2 car week	"	Yellow transparent	Mature good 1 1/2 - 2 1/2 cask	
BALL, ROGERS & PROWSE	BIRMINGHAM, ALA.	\$2.00 - \$5.00	Bbl. LATE	3 cask	"	Red June 5 1/4 trans.	Quality	
"	"	\$3.00 - \$5.00	Bbl.	1 car week	"	"	Large size & good color	
C.M. MAHON	"	—	Prefer Bbl.	50 Bbl.	"	"	Large yellow best	
CRENSHAW BROS & SNEED	TAMPA, FLA.	\$3.00 - \$4.00	Bbl.	5 cask	"	Maiden Blush	Best quality	
J. NOONEY & CO	JACKSONVILLE, FLA.	—	"	—	"	Duchess, Red June	Size & color	10. trans later varieties. Any Red Apple, 3 1/2 cask, Wineap, 4 cask, 1 cask

From the above table of replies from traveling freight agents, it is shown that the average time required for delivery, is three days; the number of cars usually carried into the cities represented from July 1st, to September 1st, runs from none to 700; prices run from sixty cents to two dollars per bushel and from one dollar to five dollars per barrel; refrigerator cars can, in most cases, be furnished in ample numbers; and practically any line of refrigerator cars can be had with good icing stations along the way.

The best reports come from the states of Tennessee, Mississippi, Georgia, and Alabama. The cities of Jackson, Tenn., Meridan, Miss., Valdosta and Atlanta, Ga., and Birmingham, Ala., being in the light of the information given, the most favorable, using from 15 to 100 cars per city in that time.

From the tabulation of letters received from the commission men of certain Southern Cities it is found that the states of Kentucky, Tennessee, Louisiana, Georgia, Alabama, and Florida, as represented by the cities of Louisville, Knoxville, Chattanooga, Memphis, New Orleans, Atlanta, Birmingham, and Tampa, all speak favorably of the markets for these early varieties of apples. A Clinton, Ky., nurseryman, G. W. Davison, of New Orleans, and J. Nooney & Co., of Jacksonville, Florida, advise later varieties, but these replies are counterbalanced by the favorable replies from the same states. Prices vary from ninety cents to two dollars and fifty cents per bushel and from one dollar and a half to five dollars per barrel. Five of the twenty recommended bushel hampers and fifteen recommended barrels, while three of the five suggested bushels for the earliest fruit of the season and barrels for the later fruit as the season became more advanced. The men have handled from fifty

barrels weekly to one hundred cars in the season, (July 1st to September 1st.) up to as many cars as they could get. All of the men advise refrigeration. In naming varieties best adapted to the market they suggest, in order of importance, Duchess, Transparent, Red June, Maiden Blush, and Benoni, with the first three named most promising as to market discrimination, most of the men want large, well colored apples, with a straight pack; fancy apples bringing a premium.

Taken together the two tables indicate that in the minds of men who should know conditions there is in the South a good market for early varieties of apples, and that good apples will bring good prices in the South as well as in the North.

To further supplement the comparison of our known Chicago market and the Southern markets, on a basis of theoretical consumption, and the opinions of men who handle fruit in the South, as to possibilities for lucrative marketing there, a comparison of net returns from shipments of an arbitrary amount of apples to Chicago and to Southern points was undertaken. In order to get at the net returns from apple shipments it was necessary to secure freight rates from some central point in Southern Illinois to all the cities to be quoted.

Considering Centralia as a central point from which all of the comparisons are to be drawn, a table of freight rates was secured as follows:- (Illinois Central R.R.)

Centralia, Ill., to:-

Chicago, Ill.,	.13	per 100#	=	\$31.20	per car load
Birmingham, Ala.,	.36	" "	=	\$86.40	" " "
Mobile, Ala.,	.30	" "	=	\$72.00	" " "
Jacksonville, Fla.	.39	" "	=	\$93.60	" " "
Atlanta, Ga.,	.46	" "	=	\$110.40	" " "

Louisville, Ky.,	.158	Per 100#	=	\$37.92	per car load
New Orleans, La.,	.30	" "	=	\$72.00	" " "
Chattanooga, Tenn.,	.36	" "	=	\$86.40	" " "
Memphis, Tenn.,	.22	" "	=	\$48.80	" " "
Nashville, Tenn.,	.23	" "	=	\$55.20	" " "

The freight rate per carload was determined by considering that one barrel weighs 150 lbs. and that there are 160 bbl. to the car, or that one bushel weighs 48 lbs. and that there are 500 bushels to the car. This makes 24,000 lbs. per carload, which is 240 times the price quoted for 100 lbs.

In order to get a basis for comparison of prices for the last five years from July 1, to Sept. 1, a tabulation of actual quotations was necessary. The Chicago quotations were obtained in weekly reports from the "Fruit Trade Journal", 1912 to 1916, inclusive. The quotations from the Southern Cities were obtained from the daily newspapers of representative cities, files of which were accessible. Below is given a tabulation of prices obtained from the sources mentioned above.

Apples, -- Weekly quotations from the "Fruit Trade Journal"

Chicago.

1912	1913	1914	1915	1916
		<u>July</u>		
.50-\$1. 2/3 bu.	\$2.-\$4. bbl	\$3.-\$5. bbl	.75-\$2.25 box. \$2.-\$5. bbl.	\$1.40-\$2.75 bu. \$2.-\$5. bbl
.75-\$1. same	Up to \$4.00 bbl.	\$3.-\$5. bbl	.75-\$1.75 box.	.75-\$1.50 bu.
.25-.75 same	\$2.-\$4.50 bbl.	\$1.-\$4. bbl.	\$1.50-\$3. bbl, .75-\$1.25 bu.	.75-\$1.50 bu. \$1.-\$5. bbl.
.75-\$1.25 same	\$2.50-\$4.50 bbl.	\$1.-\$4.50 bbl.	\$2.-\$2.50 bbl.	\$2.-\$4.50 bbl.
Same	Same	Same	Same	Same

1912	1913	1914	1915	1916
<u>August</u>				
\$1.-\$2 \$2-\$3.50 bbl.	\$2.50-\$4.00 bbl.	\$1.25-\$3.25 bbl.	\$1.50-\$2.75 bbl	\$1.-\$1.50 poor \$3.-\$5. good, barrels
\$2.50-\$5 bbl.	\$2.-\$4.50 bbl.	\$1.50-\$3. bbl	\$1.75-\$3.50 bbl	\$1.75-\$4. bbl.
\$2.50- \$3.50 \$5.-\$6. bbl.	\$4.-\$4.50 bbl.	.50-1.25 bu. \$3.-\$4.50 bbl	\$1.75-\$3. bbl.	\$1.-\$1.75 poor \$1.75-\$4. good, barrels
\$2.50- \$3.50 \$5. bbl.	\$1.-\$4. bbl	.50-\$1.25 bu. \$3.-\$4.50 bbl	\$1.-\$1.25 bu. \$2.25-\$3.25 bbl.	.75-\$1. bu. \$3.-\$4. bbl.
\$1.50- \$2.50 \$3.50 bbl.	\$2.-\$4. bbl.	.50-\$1. bu. \$1.50-\$4.50 bbl.	\$2.50-\$6. bbl. .50-\$1.75 bu.	Same.

Apples. -- Weekly quotations from Daily Newspapers

Birmingham, Ala.

July

New, \$1.50 -\$2. bu	New, \$2-\$2.50 bu.	Winesap \$3.- box, Gano \$2.5 " Mo. Pippin \$2.75	New, \$1.25 bu.	New, Tenn, Y. Transparent \$1.25 -\$1.50 Winesaps, fcy. \$2.50-\$2.75 box
Same	Same	Same	Same	Same
Same	Same	Mo. apples fcy \$2.-\$2.50 New Crop \$1.25 bu.	Same	Same
Same	Same	Same	Same	Same
Same	New, \$1.50-\$2.	Same	Same	Same

1912

1913

1914

1915

1916

August

New, \$1.50 bu.	New, \$1.50- \$2. bu.	New, \$1.25 bu.	New, \$1.25 bu.	New, \$1.25-\$1.50 bu.
.75-\$1.50 bu.	" " "	" " "	" " "	" " "
.75-\$1. bu.	Maiden Blush	" " "	New, \$1-\$1.50 bu.	Virginia, \$4.50 bbl.
\$4.50-\$5 bbl.	\$5.50 box		Maiden Blush \$4.50 bbl.	
" " "	" " "	Mo. Fcy. \$4.50 bbl.	" " "	" " "
" " "	" " "	" # " "	" " "	" " "

Mobile, Ala.

July

-----	Winesap, \$3. \$3.25 box	\$2.75-\$3. box	-----
	box, Gano		
	\$2.-\$2.50		
Tenn. new	" " "	" " "	-----
\$1.50-			
\$1.75 bu.			
Tenn. new,	" " "	\$4-\$4.25 bbl	-----
\$1.25 bu		\$1.25-\$1.50 bu.	
" " "	Same & \$5.50 \$5.-\$5.50 bbl	" " "	-----
	bbl.		
" # "	Same & \$5.-	" " "	-----
	\$5.50 bbl.		

1912

1913

1914

1915

1916

August

Western(Mo.) \$5.-\$5.50 bbl	\$5.-\$5.50	\$4.-\$5. bbl	-----
\$4.50 bbl.	Wnsps. \$3. bbl.		
	box.Gano,\$2- \$2.25 box	\$1.25-\$1.50	
	\$2.25	bu.	
" " "	\$3.50-\$5.50	" " "	-----
	bbl. Others		
	same		
Western, new \$4.-\$5.50 bbl	" " "	\$3.50-\$4. bbl	-----
\$4.50-\$4.75 Others same		\$1.25-\$1.50	
bbl. M.Blush		bu.	
& Wealthy\$4.-			
\$5.75,Wolf R.			
\$5.-\$5.50			
M.B. \$4.50- \$4.-\$5.50 bbl	" " "	" " "	-----
\$5. Wolf\$5.50 No Others			
M.B.\$4.75-\$5.\$4.-\$6. bbl.	" " "	" " "	-----
Wolf \$4.75-			
\$5.50			

Montgomery, Ala.

July

Old	Dried apples	Winesaps	-----	Winesaps
		Mo. Pippin.		Pearmains
		Fcy.box \$2.85		
-----	-----	" " "	-----	-----
		Taraff or Val-		
		encias,\$4.10		
-----	-----	" " "	Y.Transparent	-----
			\$4. bbl. Red	
			Streaks \$4.	
-----	-----	" " "	" " "	-----
-----	-----	" " "	" " "	-----

1912

1913

1914

1915

1916

August

-----	-----	Winesaps only	\$4. bbl.	-----
-----	-----	-----	\$4. bbl.	-----
-----	-----	Fancy Red Streak "	"	-----
-----	-----	\$5.50 bbl.		
-----	-----	Fcy. Red Streak Va.	Fcy. \$4.50 Va. \$6.-\$6.50	
		\$4.50	#1. \$4.25	bbl.
			Nice \$3.75	
			Small \$3.00	
			bbl.	
\$5.-\$5.50bbl	-----	\$3.50-\$4.25bbl	" " "	\$3. bu.
(eating)				\$5. bbl.
\$3.-\$3.50bbl				
(cooking)				

Jacksonville, Fla.

July

No reports this year	Western, \$3. box	New Green \$2. bu.	Fancy \$2.25- \$2.50 box	No report this year
" " "	" " "	" " "	" " "	
" " "	" " "	" " "	Ga. \$2. crate	
" " "	" " "	" " "	" " "	
" " "	" " "	" " "	" " "	

August

N.C. \$2.50 bu.	\$2. bu.	Ga. crate	\$2.25
" " "	" " "	" " "	
" " "	\$5.-\$2.50 bbl.	Fcy. \$4.-\$4.50	
	\$2.-\$2.50 box	bbl. \$1.50 bu.	
		Ga. \$2. box	
\$4. bbl.	" " "	No. Ga. stock	
\$1.75 bu.		Bu. \$1.75	
Fcy. \$5.-\$5.50	N.Y. \$4.50-\$5.50	" " "	
bbl. Choice	N.C. \$3.50-\$4.50		
\$4.50 \$1.75-	\$2.-\$2.50 box		
\$2. bu.	\$1.25-\$1.75		
	crate		

Savannah, only dried apples

Atlanta, Augusta, and Savannah, Ga.

1912	1913	1914	1915	1916
<u>July</u>				
Not quoted at all	Not quoted at all	<u>Augusta</u> No report Atlanta	<u>Atlanta</u> No report Augusta	<u>Atlanta</u> No report Augusta
		Up to Aug. 18 Ex. fcy Bens \$6.75	Up to July 12 \$4.50-\$6.50 bbl.	No report un- til Aug. 29
		Fcy. N.Y. Bald- wins, \$6.75	\$2.25-\$2.50 box	
			July 13 June Apples .75-\$1. bu.	
<u>August</u>				
		<u>Augusta</u>	<u>Atlanta</u>	<u>Atlanta</u>
		Aug. 19-30	Month.	Aug. 29.
		Val Buckingham \$3. bbl.	June apples .65-.90 bu.	\$2.50-\$5. bbl. \$1.75-\$2. box
				Aug. 30.
				\$3.50-\$4.50 bbl. bbl.

Louisville, Ky.

July

1912	1913	1914	1915	1916
New Transp \$1.25 bu. \$3.50 bbl.	Transp. \$2.50 bu. \$6. bbl. Harvest \$4. bbl.	Trans. \$4.50 bbl.	Ill. new Trans extra \$2. bu. Choice \$1.75 fine \$1.75	Trans. \$1.75 bu.
" " "	Trans. \$2.25	Trans fcy. \$2.25 bu. choice \$1.75 bu.	Ill. trans. \$1.90 bu. Others \$1.65	Trans. \$1.50 bu.
" " "	" " "	Wealthy new \$1.25 bu. Yellow \$3.50 bbl.	Trans. \$1.75 Others 1.50	Trans. \$2.- \$2.25 R. June 2.25-2.50 bu.
New Green \$3 bbl. \$1.25 bu.	Trans. \$2.25 Others 1.75 Bbl. \$4.	" " "	Ex. Fine 1.25 Others \$1.- \$1.25 bu.	" " "
" " "	" " "	\$3. bbl. Others same	" " "	" " "

August

" " "	M. Blush \$3.75 bbl. Trans. \$2. bu. Others \$1.50 bu. 3.50 bbl	M. Blush \$4. Summer \$3. bbl	Same & M. Blush \$3. bbl.	M. Blush, R. June & Wealthy \$1.60-1.75 bu Others, \$1.50
Yellow new \$3.-3.50 bbl. \$1.25 bu.	" " "	" " "	" " "	" " "
" " "	" " "	M. B. \$4. bbl. Other \$3.-\$3.50	M. B. \$3.-\$3.50 Wealthy \$1.50 bu., Benoni 1.25 bu. Wolf R. \$1.50	Wolf R. \$2. bu. Wealthy 1.75 bu.
Wolf R. \$4.50 bbl. Yellow pip \$4.50 Wealthy 3.50 bbl.	M. B. \$3.75 Duchess 4.25 Trans. 2.50 bu. Others 1.50 & 3.50 bbl	Duchess fcy \$3.50 bbl. Others med. \$3.-\$3.50	Wolf R. \$3.25 Pearl 3.25 Wealthy 3.25 Others 2.50 bbl & .75-.90 bu	" " "
Wolf R. 4.50 Wealthy \$3 G. Golden 3.50 bbl.	Same but Duchess 3.75 bbl.	Same but sum- mer varieties \$3.-\$3.25 bbl.	Alex. Red 3.75 bbl. Wealthy \$3.25 bbl. Other varieties 2.50 bbl.	Wolf R. & Wealthy \$2. M. Blush bbl. \$1.75

New Orleans, La.

1912	1913	1914	1915	1916
<u>July</u>				
Jobbing ap- ples fcy. \$6 bbl. choice \$5.	No quotations(Old)		(old)	No quotations
(Old)	"		New Trans 3.50	
"	"		Same with Ben- oni 1.70-1.75 box	
"	"	Yellow pip. \$3 bbl.	Benoni 1.25- 1.50 box 2.50- 2.75 bbl.	
"	"	"	Benoni 1.75-2. Wealthy 2.50- 2.75 bbl.	
"	"	"	Benoni #1 \$4. bbl. culls 1.75 Wealthy 3.50 box Alexander 1.65-1.75 bu.	
<u>August</u>				
(Old)		New 4.50-5 bbl Yel. pip 2.90	Benoni small red 1.25	
Cal. Belle		New 4.50 bbl. Y. pip. 2.75	M.Blush #1 \$4. bbl. Wealthy 3.75 bbl. Alex. 1.60- 1.75 box Graven- stein 1.50-1.90 box	
" " "		" " "	M.B.#1 3.75 bbl Wealthy 3.50 bbl. Others same	
" " "		Same with Crabs 2.50 bbl. New \$4.50 box	M.B. 3.50 Wealthy 3.25	
" " "		" " "	Wolf R.#1 3.65 & \$3. Alexander & Graven- stein 1.50-1.65 box Cal. Belle 1.35-1.50	

Charleston, S. C. and Chattanooga and Knoxville, Tenn.

1912

1913

1914

1915

1916

July

No freight rates for Charleston, S. C. and Knoxville, Tenn.

No reports for Charleston these years

No report for Chattanooga
& Knoxville these years

Chattanooga

All season when quoted	June apples \$1.50 bu. \$6.00 bbl.	\$1. bu. Eating 2.75 box Crabs 1.50 bu.	No report
Home grown .75-\$1. bu.			

Knoxville

Eating \$5.50-5.75 bbl. \$.78- \$1. bu.	July 31 Cooking \$1. bu.	July 20 Home grown \$1.25.box
--	--------------------------------	-------------------------------------

August

Chattanooga

Cooking \$1.00 bu. Eating \$4.50 -\$5.50	Eating \$3.75 bbl.
---	-----------------------

Charleston

Aug. 14-28 \$3.50-\$4.00 bbl.

Memphis, Tenn.

1912	1913	1914	1915	1916
		<u>July</u>		
(Old)	(Old)	(Old)	\$1.-\$1.50 bu. New, \$2.-\$2.50 bu.	
Red June \$1.25-\$1.50 Y. Trans. \$1.50-1.75 bu. Cooking .75-\$1. bu.	Red June \$1.75 bu.	"	" " "	\$2.-\$2.50 bu.
" " "	R. June .90- \$1.00 bu.	New \$1.25- \$1.50 bu.	" " "	\$1.40-1.75 bu
Same, but cooking .50- .75 bu.	R. June \$1.- \$2.25 bu.	" " "	" " "	\$1.25-\$1.50 bu.
" " "	" " "	" " "	" " "	" " "

August

Same as July last quota-
tion Same as above Same as above Same as above Same as above

" " "	R. June \$1- \$2.25 bu. \$3- \$4.50 bbl.	" " "	" " "	\$1.25-\$2. bu
Same, but cooking \$2.50 -4.50 bbl.	" " "	" " "	" " "	" " "
Same, but cooking \$2.- \$4. bbl.	Same, but bbl. \$3.-\$4.	" " "	" " "	" " "
" " "	bu. \$1.-\$1.25 bbl. \$3.-\$4.	" " "	" " "	" " "

Nashville, Tenn.

1912

1913

1914

1915

1916

July

(Old) New, \$2.-\$3. Northern \$4.- No quotations given these
 bbl. \$1.75- 4.50 bbl. years
 \$2.50 box \$1.75-\$2.75
 box

" " " " Same, but box
 \$1.75-\$2.50

\$3.-\$4. bbl \$3.-\$3.50 bbl Tenn. \$4.-4.50
 \$2.75-\$3.25 \$1.75-2.50 bbl. 1.25-1.50
 box box box

\$1.50-\$3.25 \$3.-\$3.50 Tenn. \$2.-\$3.
 bbl. bbl. \$1.50- bbl. \$1.25-
 \$2. box \$1.50 box

" " " " " " " " " "

August

" " " " " " bbl. only
 quoted \$2.-\$3
 till end of Aug.

" " " \$3.50-\$4. " " "
 bbl. \$1.59-
 \$2. box

" " " " " " " " " "

" " " Bbl. \$2.- " " "
 \$3.50 box
 \$1.50-\$2.

" " " " " " " " " "

In order to condense these somewhat scattered figures, so that it may be seen at a glance which market offers a better net return we will consider that, in each of the five years, we had ten carloads of apples which we wanted to ship. Also assume that these apples are varieties which succeeded one another in such a manner that we had five carloads per month, or roughly one car per week. Since most of the July prices which are quoted from the Southern States are in bushels, we will consider that we shipped in bushel hampers in July, and barrels in August. In cases where either, bushels are not quoted in July, or barrels in August, we may compute returns from the one we have. This will give us 2,500 bushels for July and 800 bbl. for August.

The calculations are estimated per carload shipped, and the monthly and seasonal averages are inserted at the side. If the variation is wide in prices we will assume a quotation as near an average as possible. In case the quotations are not cited for two weeks we will assume that we held our crop till they were quoted, unless this would seem impractical, in which case we will consider that the Chicago market was the better for that particular month or season.

Gross returns per carload were computed, and from them freight per carload was subtracted, this giving net returns per carload. Now the sum of these net returns per month or per season affords a basis for comparison of the Chicago market with the markets in the several cities which have been considered in the discussion. Below will be found a complete detail of the net returns from each carload of fruit which was shipped, with sums for month and season.

1912July

Chicago,	\$562.50	\$731.25	\$375.00	\$750.00	\$750.00	
Ill.	31.20	31.20	31.20	31.20	31.20	
	<u>\$531.30</u>	<u>\$700.05</u>	<u>\$343.80</u>	<u>\$718.80</u>	<u>\$218.80</u>	= \$3012.75

August

	\$440.00	\$596.00	\$680.00	\$596.00	\$400.00	
	31.20	31.20	31.20	31.20	31.20	
	<u>\$408.80</u>	<u>\$564.80</u>	<u>\$648.80</u>	<u>\$564.80</u>	<u>\$368.80</u>	= \$2556.00

Seasonal net returns

= \$5568.75

July

Birmingham,	\$875.00	\$875.00	\$875.00	\$875.00	\$875.00	
Ala.	86.40	86.40	86.40	86.40	86.40	
	<u>\$788.60</u>	<u>\$788.60</u>	<u>\$788.60</u>	<u>\$788.60</u>	<u>\$788.60</u>	= \$3943.00

August

	\$875.00	\$562.50	\$760.00	\$760.00	\$760.00	
	86.40	86.40	86.40	86.40	86.40	
	<u>\$788.60</u>	<u>\$476.10</u>	<u>\$673.60</u>	<u>\$673.60</u>	<u>\$673.60</u>	= \$3177.50

Seasonal net returns

= \$7120.50

July

Mobile,	\$812.50	\$812.50	\$625.00	\$625.00	\$625.00	
Ala.	72.00	72.00	72.00	72.00	72.00	
	<u>\$729.50</u>	<u>\$739.50</u>	<u>\$553.00</u>	<u>\$553.00</u>	<u>\$553.00</u>	= \$3138.00

August

	\$720.00	\$720.00	\$785.56	\$820.00	\$720.00	
	72.00	72.00	72.00	72.00	72.00	
	<u>\$648.00</u>	<u>\$648.00</u>	<u>\$714.56</u>	<u>\$748.00</u>	<u>\$648.00</u>	= \$3406.56

Seasonal net returns

= \$6544.56

Jacksonville, No reports for 1912
Fla.

Atlanta, Augusta, and Savannah, Ga., No reports for 1912

July

Louisville,	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00	
Ky.	37.92	37.92	37.92	37.92	37.92	
	<u>\$587.08</u>	<u>\$587.08</u>	<u>\$587.08</u>	<u>\$587.08</u>	<u>\$587.08</u>	= \$2890.40

August

	\$625.00	\$520.00	\$520.00	\$665.60	\$585.60	
	37.92	37.92	37.92	37.92	37.92	
	<u>\$587.08</u>	<u>\$482.08</u>	<u>\$482.08</u>	<u>\$627.68</u>	<u>\$547.68</u>	= \$2726.60

Seasonal net returns

= \$5617.00

July

New Orleans, Only old apples quoted in July
La.

August

	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	
	72.00	72.00	72.00	72.00	72.00	
	<u>\$578.00</u>	<u>\$578.00</u>	<u>\$578.00</u>	<u>\$578.00</u>	<u>\$578.00</u>	= \$2890.00

Seasonal net returns

= \$2890.00

Charleston, S. C. and Knoxville -- No freight rates given

1912 (continued)

Chattanooga, Tenn.	<u>July</u>				
	\$437.50	\$437.50	\$437.50	\$437.50	\$437.50
	86.40	86.40	86.40	86.40	86.40
	<u>\$351.10</u>	<u>\$351.10</u>	<u>\$351.10</u>	<u>\$351.10</u>	<u>\$351.10</u>
					= \$1755.50
	<u>August</u>				
	\$437.50	\$437.50	\$437.50	\$437.50	\$437.50
	86.40	86.40	86.40	86.40	86.40
	<u>\$351.10</u>	<u>\$351.10</u>	<u>\$351.10</u>	<u>\$351.10</u>	<u>\$351.10</u>
					= \$1755.50
Seasonal net returns					= \$3511.00

Memphis, Tenn.	<u>July</u>				
	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
	48.80	48.80	48.80	48.80	48.80
	<u>\$701.20</u>	<u>\$701.20</u>	<u>\$701.20</u>	<u>\$701.20</u>	<u>\$701.20</u>
					= \$3506.00
	<u>August</u>				
	\$750.00	\$750.00	\$480.00	\$480.00	\$480.00
	48.80	48.80	48.80	48.80	48.80
	<u>\$701.20</u>	<u>\$701.20</u>	<u>\$431.20</u>	<u>\$431.20</u>	<u>\$431.20</u>
					= \$2696.00
Seasonal net returns					= \$6202.00

Nashville, Tenn.	<u>July</u>				
	\$560.00	\$560.00	\$560.00	\$380.00	\$380.00
	55.20	55.20	55.20	55.20	55.20
	<u>\$504.80</u>	<u>\$504.80</u>	<u>\$504.80</u>	<u>\$324.80</u>	<u>\$324.80</u>
					= \$2464.00
	<u>August</u>				
	\$380.00	\$380.00	\$380.00	\$380.00	\$380.00
	55.20	55.20	55.20	55.20	55.20
	<u>\$324.80</u>	<u>\$324.80</u>	<u>\$324.80</u>	<u>\$324.80</u>	<u>\$324.80</u>
					= \$1620.00
Seasonal net returns					= \$4084.00

1913

Chicago, Ill.	<u>July</u>				
	\$480.00	\$480.00	\$520.00	\$560.00	\$560.00
	31.20	31.20	31.20	31.20	31.20
	<u>\$448.80</u>	<u>\$448.80</u>	<u>\$488.80</u>	<u>\$528.80</u>	<u>\$528.80</u>
					= \$2444.00
	<u>August</u>				
	\$520.00	\$520.00	\$680.00	\$400.00	\$480.00
	31.20	31.20	31.20	31.20	31.20
	<u>\$488.80</u>	<u>\$488.80</u>	<u>\$648.80</u>	<u>\$368.80</u>	<u>\$448.80</u>
					= \$2444.00
Seasonal net returns					= \$4888.00

Birmingham, Ala.	<u>July</u>				
	\$1125.00	\$1125.00	\$1125.00	\$1125.00	\$875.00
	86.40	86.40	86.40	86.40	86.40
	<u>\$1038.60</u>	<u>\$1038.60</u>	<u>\$1038.60</u>	<u>\$1038.60</u>	<u>\$788.60</u>
					= \$4943.00
	<u>August</u>				
	\$875.00	\$875.00	\$880.00	\$880.00	\$880.00
	86.40	86.40	86.40	86.40	86.40
	<u>\$788.60</u>	<u>\$788.60</u>	<u>\$793.60</u>	<u>\$793.60</u>	<u>\$793.60</u>
					= \$3958.00
Seasonal net returns					= \$8901.00

1913 (continued)

July					
Mobile, Ala.	\$880.00	\$880.00	\$880.00	\$880.00	\$768.00
	72.00	72.00	72.00	72.00	72.00
	<u>\$808.00</u>	<u>\$808.00</u>	<u>\$808.00</u>	<u>\$808.00</u>	<u>\$768.00</u>
					= \$4000.00
August					
	\$768.00	\$720.00	\$673.60	\$673.60	\$800.00
	72.00	72.00	72.00	72.00	72.00
	<u>\$768.00</u>	<u>\$648.00</u>	<u>\$601.60</u>	<u>\$601.60</u>	<u>\$728.00</u>
					= \$3347.00
	Seasonal net returns = \$7347.00				

Montgomery, Ala. Dried apples only quoted

Jacksonville, Fla. Only western box quoted for July

August					
	\$1250.00	\$1250.00	\$1250.00	\$640.00	\$800.00
	93.60	93.60	93.60	93.60	93.60
	<u>\$1156.40</u>	<u>\$1156.40</u>	<u>\$1156.40</u>	<u>\$546.40</u>	<u>\$806.40</u>
					= \$4822.00
	Seasonal net returns = \$4822.00				

Atlanta, Augusta, and Savannah, Ga. Not quoted

July					
Louisville, Ky.	\$1250.00	\$1125.00	\$1125.00	\$1000.00	\$1000.00
	37.92	37.92	37.92	37.92	37.92
	<u>\$1212.08</u>	<u>\$1087.08</u>	<u>\$1087.08</u>	<u>\$962.08</u>	<u>\$962.08</u>
					= \$3314.40
August					
	\$560.00	\$560.00	\$560.00	\$612.80	\$626.56
	37.92	37.92	37.92	37.92	37.92
	<u>\$522.08</u>	<u>\$522.08</u>	<u>\$522.08</u>	<u>\$574.88</u>	<u>\$588.64</u>
					= \$2729.76
	Seasonal net returns = \$8144.16				

New Orleans, La. No quotations in 1913

Charleston, S.C. and Knoxville, Tenn., No freight rates given

July					
Chattanooga, Tenn.	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00
	86.40	86.40	86.40	86.40	86.40
	<u>\$663.60</u>	<u>\$663.60</u>	<u>\$663.60</u>	<u>\$663.60</u>	<u>\$663.60</u>
					= \$3318.00
August					
	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00
	86.40	86.40	86.40	86.40	86.40
	<u>\$713.60</u>	<u>\$713.60</u>	<u>\$713.60</u>	<u>\$713.60</u>	<u>\$713.60</u>
					= \$3568.00
	Seasonal net returns = \$6886.00				

July					
Memphis, Tenn.	\$875.00	\$875.00	\$465.00	\$812.50	\$812.50
	48.80	48.80	48.80	48.80	48.80
	<u>\$826.20</u>	<u>\$826.20</u>	<u>\$416.20</u>	<u>\$763.70</u>	<u>\$763.70</u>
					= \$3596.00
August					
	\$596.00	\$596.00	\$596.00	\$560.00	\$560.00
	48.80	48.80	48.80	48.80	48.80
	<u>\$547.20</u>	<u>\$547.20</u>	<u>\$547.20</u>	<u>\$511.20</u>	<u>\$511.20</u>
					= \$2664.80
	Seasonal net returns = \$6262.80				

1913 (continued)

Nashville, Tenn.	<u>July</u>				
	\$1062.50	\$1062.50	\$1062.50	\$875.00	\$875.00
	55.20	55.20	55.20	55.20	55.20
	<u>\$1007.30</u>	<u>\$1007.30</u>	<u>\$1007.30</u>	<u>\$819.80</u>	<u>\$819.80</u>
	= \$4661.50				
	<u>August</u>				
	\$596.00	\$596.00	\$596.00	\$440.00	\$440.00
	55.20	55.20	55.20	55.20	55.20
	<u>\$540.80</u>	<u>\$540.80</u>	<u>\$540.80</u>	<u>\$384.80</u>	<u>\$384.80</u>
	= \$2392.00				
Seasonal net returns					= \$7053.50

1914

Chicago, Ill.	<u>July</u>				
	\$640.00	\$640.00	\$400.00	\$440.00	\$440.00
	31.20	31.20	31.20	31.20	31.20
	<u>\$608.80</u>	<u>\$608.80</u>	<u>\$368.80</u>	<u>\$408.80</u>	<u>\$408.80</u>
	= \$2404.00				
	<u>August</u>				
	\$360.00	\$360.00	\$596.00	\$596.00	\$440.00
	31.20	31.20	31.20	31.20	31.20
	<u>\$328.80</u>	<u>\$328.80</u>	<u>\$564.80</u>	<u>\$564.80</u>	<u>\$408.80</u>
	= \$2196.00				
Seasonal net returns					= \$4600.00

Birmingham, La.	<u>July</u>				
	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00
	86.40	86.40	86.40	86.40	86.40
	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>
	= \$2693.00				
	<u>August</u>				
	\$625.00	\$625.00	\$625.00	\$720.00	\$720.00
	86.40	86.40	86.40	86.40	86.40
	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>
	= \$2883.00				
Seasonal net returns					= \$5576.00

Mobile, La.	<u>July</u>				
	\$840.00	\$840.00	\$840.00	\$840.00	\$840.00
	72.00	72.00	72.00	72.00	72.00
	<u>\$768.00</u>	<u>\$768.00</u>	<u>\$768.00</u>	<u>\$768.00</u>	<u>\$768.00</u>
	= \$3840.00				
	<u>August</u>				
	\$840.00	\$840.00	\$840.00	\$840.00	\$840.00
	72.00	72.00	72.00	72.00	72.00
	<u>\$768.00</u>	<u>\$768.00</u>	<u>\$768.00</u>	<u>\$768.00</u>	<u>\$768.00</u>
	= \$3840.00				
Seasonal net returns					= \$7680.00

Montgomery, Ala. Freight rates not given

Jacksonville, Fla.	<u>July</u>				
	\$1000.00	\$1000.00	\$1000.00	\$1000.00	\$1000.00
	93.60	93.60	93.60	93.60	93.60
	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$ 906.40</u>
	= \$4532.00				
	<u>August</u>				
	\$1000.00	\$1000.00	\$840.00	\$840.00	\$720.00
	93.60	93.60	93.60	93.60	93.60
	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$746.40</u>	<u>\$746.40</u>	<u>\$626.40</u>
	= \$3932.00				
Seasonal net returns					= \$8464.00

1914 (continued)

Atlanta and Savannah, Ga. No report in 1914. Augusta no freight rates

Louisville, Ky.	July					
	\$720.00	\$1000.00	\$625.00	\$625.00	\$625.00	
	37.92	37.92	37.92	37.92	37.92	
	<u>\$682.08</u>	<u>\$962.08</u>	<u>\$587.08</u>	<u>\$587.08</u>	<u>\$587.08</u>	= \$3405.40
	August					
	\$560.00	\$560.00	\$580.00	\$540.00	\$500.00	
	37.92	37.92	37.92	37.92	37.92	
	<u>\$522.08</u>	<u>\$522.08</u>	<u>\$542.08</u>	<u>\$502.08</u>	<u>\$462.08</u>	= \$2550.40
	Seasonal net returns					= \$5955.80

New Orleans, La.	July					
	\$480.00	\$480.00	\$480.00	\$480.00	\$480.00	
	72.00	72.00	72.00	72.00	72.00	
	<u>\$408.00</u>	<u>\$408.00</u>	<u>\$408.00</u>	<u>\$408.00</u>	<u>\$408.00</u>	= \$2040.00
	August					
	\$773.60	\$720.00	\$720.00	\$720.00	\$720.00	
	72.00	72.00	72.00	72.00	72.00	
	<u>\$701.60</u>	<u>\$648.00</u>	<u>\$648.00</u>	<u>\$648.00</u>	<u>\$648.00</u>	= \$3293.00
	Seasonal net returns					= \$5333.60

Charleston, S.C. and Knoxville, Tenn. No freight rates

Chattanooga, Tenn.	July					
	\$750.00	\$750.00	\$750.00	\$750.00	\$750.00	
	86.40	86.40	86.40	86.40	86.40	
	<u>\$663.60</u>	<u>\$663.60</u>	<u>\$663.60</u>	<u>\$663.60</u>	<u>\$663.60</u>	= \$3318.00
	August					
	\$596.00	\$596.00	\$596.00	\$596.00	\$596.00	
	86.40	86.40	86.40	86.40	86.40	
	<u>\$509.60</u>	<u>\$509.60</u>	<u>\$509.60</u>	<u>\$509.60</u>	<u>\$509.60</u>	= \$2548.00
	Seasonal net returns					= \$5966.00

Memphis, Tenn.	July					
	\$687.50	\$687.50	\$687.50	\$687.50	\$687.50	
	48.80	48.80	48.80	48.80	48.80	
	<u>\$638.70</u>	<u>\$638.70</u>	<u>\$638.70</u>	<u>\$638.70</u>	<u>\$638.70</u>	= \$3193.50
	August					
	\$687.50	\$687.50	\$687.50	\$687.50	\$687.50	
	48.80	48.80	48.80	48.80	48.80	
	<u>\$638.70</u>	<u>\$638.70</u>	<u>\$638.70</u>	<u>\$638.70</u>	<u>\$638.70</u>	= \$3193.50
	Seasonal net returns					= \$6387.00

Nashville, Tenn.	July					
	\$1125.00	\$1062.50	\$687.50	\$687.50	\$687.50	
	55.20	55.20	55.20	55.20	55.20	
	<u>\$1069.80</u>	<u>\$1007.30</u>	<u>\$632.30</u>	<u>\$632.30</u>	<u>\$632.30</u>	= \$4974.00
	August					
	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	
	55.20	55.20	55.20	55.20	55.20	
	<u>\$344.80</u>	<u>\$344.80</u>	<u>\$344.80</u>	<u>\$344.80</u>	<u>\$344.80</u>	= \$1724.00
	Seasonal net returns					= \$6698.00

1915

Chicago, Ill.	July					
	\$750.00	\$625.00	\$500.00	\$360.00	\$360.00	
	31.20	31.20	31.20	31.20	31.20	
	<u>\$718.80</u>	<u>\$593.80</u>	<u>\$468.80</u>	<u>\$328.80</u>	<u>\$328.80</u>	= \$2439.00
	August					
	\$340.00	\$420.00	\$380.00	\$440.00	\$680.00	
	31.20	31.20	31.20	31.20	31.20	
	<u>\$308.80</u>	<u>\$388.80</u>	<u>\$348.80</u>	<u>\$408.80</u>	<u>\$648.80</u>	= \$2104.00
	Seasonal net returns					= \$4643.00

Birmingham, Ala.	July					
	\$625.00	\$625.00	\$625.00	\$625.00	\$625.00	
	86.40	86.40	86.40	86.40	86.40	
	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	<u>\$538.60</u>	= \$2693.--
	August					
	\$625.00	\$625.00	\$625.00	\$720.00	\$720.00	
	86.40	86.40	86.40	86.40	86.40	
	<u>\$528.60</u>	<u>\$528.60</u>	<u>\$528.60</u>	<u>\$633.60</u>	<u>\$633.60</u>	= \$2883.00
	Seasonal net returns					= \$4576.00

Mobile, Ala.	July					
	\$687.50	\$687.50	\$687.50	\$687.50	\$687.50	
	72.00	72.00	72.00	72.00	72.00	
	<u>\$615.50</u>	<u>\$615.50</u>	<u>\$615.50</u>	<u>\$615.50</u>	<u>\$615.50</u>	= \$3077.50
	August					
	\$720.00	\$720.00	\$596.00	\$596.00	\$596.00	
	72.00	72.00	72.00	72.00	72.00	
	<u>\$648.00</u>	<u>\$648.00</u>	<u>\$524.00</u>	<u>\$524.00</u>	<u>\$524.00</u>	= \$2868.00
	Seasonal net returns					= \$5945.50

Montgomery, Ala. No freight rates given

Jacksonville, Fla.	July					
	\$1000.00	\$1000.00	\$1000.00	\$1000.00	\$1000.00	
	93.60	93.60	93.60	93.60	93.60	
	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$ 906.40</u>	= \$4532.00
	August					
	\$1000.00	\$1000.00	\$680.00	\$680.00	\$680.00	
	93.60	93.60	93.60	93.60	93.60	
	<u>\$ 906.40</u>	<u>\$ 906.40</u>	<u>\$586.40</u>	<u>\$586.40</u>	<u>\$586.40</u>	= \$3568.40
	Seasonal net returns					= \$8100.40

Atlanta, Ga.	July					
	\$880.00	\$880.00	\$451.10	\$451.10	\$451.10	
	110.40	110.40	110.40	110.40	110.40	
	<u>\$769.60</u>	<u>\$769.60</u>	<u>\$340.70</u>	<u>\$340.70</u>	<u>\$340.70</u>	= \$2561.90
	August					
	\$387.50	\$387.50	\$387.50	\$387.50	\$387.50	
	110.40	110.40	110.40	110.40	110.40	
	<u>\$277.10</u>	<u>\$277.10</u>	<u>\$277.10</u>	<u>\$277.10</u>	<u>\$277.10</u>	= \$1385.50
	Seasonal net returns					= \$3947.40

Augusta and Savannah, Ga. No reports for 1915

1915 (continued)Louisville
Ky.

<u>July</u>				
\$915.00	\$875.00	\$812.50	\$625.00	\$625.00
37.92	37.92	37.92	37.92	37.92
<u>\$877.08</u>	<u>\$837.08</u>	<u>\$774.58</u>	<u>\$587.08</u>	<u>\$587.08</u>
<u>August</u>				
\$480.00	\$480.00	\$520.00	\$500.00	\$520.00
37.92	37.92	37.92	37.92	37.92
<u>\$442.08</u>	<u>\$442.08</u>	<u>\$482.08</u>	<u>\$462.08</u>	<u>\$482.08</u>
Seasonal net returns =				<u>\$2110.40</u>
				<u>\$5773.30</u>

New Orleans
La.

<u>July</u>				
\$560.00	\$560.00	\$625.00	\$687.50	\$937.50
72.00	72.00	72.00	72.00	72.00
<u>\$488.00</u>	<u>\$488.00</u>	<u>\$553.00</u>	<u>\$615.50</u>	<u>\$865.50</u>
<u>August</u>				
\$625.00	\$610.00	\$580.00	\$540.00	\$560.00
72.00	72.00	72.00	72.00	72.00
<u>\$553.00</u>	<u>\$538.00</u>	<u>\$508.00</u>	<u>\$468.00</u>	<u>\$498.00</u>
Seasonal net returns =				<u>\$2565.00</u>
				<u>\$5575.00</u>

Charleston, S. C. and Chattanooga, and Knoxville, Tenn. No reports
for 1915Memphis
Tenn.

<u>July</u>				
\$625.00	\$625.00	\$625.00	\$625.00	\$625.00
48.80	48.80	48.80	48.80	48.80
<u>\$576.20</u>	<u>\$576.20</u>	<u>\$576.20</u>	<u>\$576.20</u>	<u>\$576.20</u>
<u>August</u>				
\$625.00	\$625.00	\$625.00	\$625.00	\$625.00
48.80	48.80	48.80	48.80	48.80
<u>\$576.20</u>	<u>\$576.20</u>	<u>\$576.20</u>	<u>\$576.20</u>	<u>\$576.20</u>
Seasonal net returns =				<u>\$2881.00</u>
				<u>\$5762.00</u>

Nashville, Tenn. No report for 1915

1916Chicago
Ill.

<u>July</u>				
\$1037.50	\$562.50	\$562.50	\$562.50	\$562.50
31.20	31.20	31.20	31.20	31.20
<u>\$1006.30</u>	<u>\$531.30</u>	<u>\$531.30</u>	<u>\$531.30</u>	<u>\$531.30</u>
<u>August</u>				
\$560.00	\$455.00	\$400.00	\$400.00	\$400.00
31.20	31.20	31.20	31.20	31.20
<u>\$528.80</u>	<u>\$423.80</u>	<u>\$368.80</u>	<u>\$368.80</u>	<u>\$368.80</u>
Seasonal net returns =				<u>\$2058.50</u>
				<u>\$5190.00</u>

Birmingham
Ala.

<u>July</u>				
\$687.50	\$687.50	\$687.50	\$687.50	\$687.50
86.40	86.40	86.40	86.40	86.40
<u>\$601.10</u>	<u>\$601.10</u>	<u>\$601.10</u>	<u>\$601.10</u>	<u>\$601.10</u>
<u>August</u>				
\$687.50	\$687.50	\$720.00	\$720.00	\$720.00
86.40	86.40	86.40	86.40	86.40
<u>\$601.10</u>	<u>\$601.10</u>	<u>\$633.60</u>	<u>\$633.60</u>	<u>\$633.60</u>
Seasonal net returns =				<u>\$3103.00</u>
				<u>\$6108.50</u>

1916 (continued)

Mobile, Ala. No quotations for 1916

Montgomery, Ala. No freight rates given

Jacksonville, Fla. No reports for 1916

Atlanta, Ga. No report given July for July, 1916

		<u>August</u>			
\$596.00	\$596.00	\$596.00	\$596.00	\$596.00	
110.40	110.40	110.40	110.40	110.40	
\$485.60	\$485.60	\$485.60	\$485.60	\$485.60	= \$2428.00
Seasonal net returns					= \$2428.00

Augusta, and Savannah, Ga. No reports in 1916

		<u>July</u>			
Louisville	\$875.00	\$750.00	\$1125.00	\$1125.00	\$1125.00
Ky.	37.92	37.92	37.92	37.92	37.92
	\$837.08	\$712.08	\$1087.08	\$1087.08	\$1087.08 = \$4810.40
		<u>August</u>			
	\$812.50	\$812.50	\$937.50	\$937.50	\$937.50
	37.92	37.92	37.92	37.92	37.92
	\$784.58	\$784.58	\$899.58	\$899.58	\$899.58 = \$4267.90
Seasonal net returns					= \$9078.30

New Orleans, La.
Charleston, S.C.
Chattanooga, Tenn.
Knoxville, Tenn.

No reports for 1916

		<u>July</u>			
Memphis	\$1125.00	\$1125.00	\$787.50	\$687.50	\$687.50
Tenn.	48.80	48.80	48.80	48.80	48.80
	\$1076.20	\$1076.20	\$738.70	\$638.70	\$638.70 = \$4168.50
		<u>August</u>			
	\$687.50	\$812.50	\$812.50	\$812.50	\$812.50
	48.80	48.80	48.80	48.80	48.80
	\$638.70	\$763.70	\$763.70	\$763.70	\$763.70 = \$3683.50
Seasonal net returns					= \$7852.00

Nashville, Tenn. No reports for 1916.

From this detailed accounting of each carload of apples shipped to market, whether Chicago or the South, a seasonal comparison of net returns may be made by adding together the returns for each year. Such a table for the purpose of getting a yearly comparison of returns was prepared from the above data and is given below.

Comparison of Net Returns per Season: Chicago and ff.

<u>City</u>	<u>Year</u>				
	<u>1912</u>	<u>1913</u>	<u>1914</u>	<u>1915</u>	<u>1916</u>
Chicago, Ill.	\$5568.75	\$4888.00	\$4600.00	\$4643.00	\$5190.00
Birmingham, Ala.	\$7120.50	\$8901.00	\$5576.00	\$4576.00	\$6108.00
Mobile, Ala.	\$6544.56	\$7347.00	\$7680.00	\$5945.00	-----
Jacksonville, Fla.	-----	\$4822.00	\$8464.00	\$8100.40	-----
Atlanta, Ga.	-----	-----	-----	\$3947.40	\$2428.00
Louisville, Ky.	\$5617.00	\$8144.16	\$5955.80	\$5773.30	\$9078.30
New Orleans, La.	\$2890.00	-----	\$5333.60	\$5575.00	-----
Chattanooga, Tenn.	\$3511.00	\$6886.00	\$5966.00	-----	-----
Memphis, Tenn.	\$6202.00	\$6262.80	\$6387.00	\$5762.00	\$7852.00
Nashville, Tenn.	\$4084.00	\$7053.50	\$6698.00	-----	-----

The blanks in the above table were caused, either by a lack of market quotations or by a lack of freight rate quotations. It may be noted that in 1912 the net returns from shipments to Chattanooga, and Nashville, Tenn., were less than they were when shipped to Chicago, and the New Orleans returns were for August only. In 1913 returns from Jacksonville, Fla. were less than the Chicago market returns. In 1914 all net returns from southern markets were above the Chicago returns. In 1915 the Birmingham net returns were \$67.00 less than the Chicago returns. In 1916 the Atlanta returns for August were less than the Chicago returns.

In order to be assured that seasonal conditions may have effected this variation and that it is only a seasonal occurrence and not general in character, we will take net returns for a series

of years and compare these net returns, in exactly similar years, from shipments to Chicago and to the different southern cities. This comparison follows:

A comparison of the Net Gains for a period of Years: Chicago & fi

Per- iod of years	City to be com- pared with Chicago	Sum of net returns as shown in a previous table	Chicago Mar- ket net re- turns for an equivalent period of time	Amount mar- gin of Southern market o- ver Chica- go market	Amount mar- gin under Chicago market
5	Birmingham, Ala.	\$32,283.50	\$24,889.75	\$7,393.75	-----
4	Mobile, Ala.	27,516.56	19,699.75	7,816.79	-----
3	Jacksonville, Fla.	21,386.40	14,131.00	7,255.40	-----
2	Atlanta, Ga.	6,375.40	6,701.50	-----	\$326.10
5	Louisville, Ky.	34,568.56	24,889.75	9,687.81	-----
3	New Orleans, La.	13,798.60	11,799.00	1,999.60	-----
3	Chattanooga, Tenn.	16,363.00	15,056.75	1,306.25	-----
5	Memphis, Tenn.	32,465.80	24,889.75	7,576.05	-----
3	Nashville, Tenn.	17,835.50	15,056.75	2,778.75	-----

Average = \$5,433.71

With comparisons ranging from two to five years, every one of the Southern cities which were considered showed greater returns than Chicago, except Atlanta, Ga., which gave a lesser return than the Chicago quotation by a margin of \$326.10. However, the variations in the other direction were so much greater as to make this discrepancy in uniformity negligible. The ratio of variation shows \$326.10 in favor of the Chicago market, and an average of \$5,433.71 in favor of the Southern markets, which is approximately as 1 is to 13.

Now that we have a theoretical calculation of the number of barrels of apples which any city will consume in the period which we are considering as the season for early apples; an outline of the opinions of railway traveling freight agents and commission men of the south, as to the possibilities of marketing early varieties of apples in the Southern states; and an actual calculation of the net returns for the season, figured from actual price quotations, where accessible, considering differences in freight to the several points, we are in a position to draw from the figures shown, conclusions which should prove conclusively that there is, or is not, a generally better market in the Southern States than in Chicago, for early varieties of apples from Southern Illinois.

So far as actual possibilities for consumption of the apples, based on population figures, is concerned, the Chicago market offers slightly less attractive market for a large number of cars of apples than do any of the Southern cities, by a ratio of approximately 1:1.18 as figured from the table of population given earlier in the discussion. This ratio is figured from the sum of populations of the Southern cities against the population of Chicago. From the standpoint of theoretical consumption alone then, the Chicago market is slightly below the southern markets in possibilities.

However, this theoretical consumption alone cannot be taken too seriously because there are other factors which are more important. Of what good would it be to a fruit grower if he had an outlet which would consume all of the apples he could produce and pay him no more than another market which would use only one-third or one-half of what he could produce? Under those conditions would it not pay the grower to ship all he could to the smaller market

and use the larger market as a means for a little greater margin on what he had left? And to all purposes with which we are concerned, if some distribution policy were established to take care of handling of apples which were shipped south, there would be very little chance even in a very good crop year of there being so much fruit shipped as to cause a falling off in prices. That is, with care, there is no danger of Southern Illinois shipping so many apples into the South as to provide more than the Southern cities will take care of.

From the discussion of replies to the questionnaires sent to the traveling freight agents and the commission men of the South, it seems clear that in a majority of cases they consider the south a good place to market Northern apples.

From the traveling freight agents, where they answered the question of how many cars of apples their city could consume in the period from July 1 to Sept. 1, the range was from 3 to 700 cars. And in the light of a comparison of their replies with printed newspaper quotations on prices, their figures are, on the average, very accurate. Now with an organization to take care of the placing of these apples, the South could take care of all the apples which could be shipped out of Southern Illinois in the season. This fact, together with the fact that, theoretically, the South can handle a few more apples than Chicago can, leaves a favorable impression which may be augmented by the other data.

From the replies received from commission men we find eight cities which are very favorably mentioned as markets and only three men of the twenty speak of objections. In each case they do

not advise a dropping of the consideration but suggest that early varieties will not go so well in Southern markets as the later ones. The general opinion of these men is that the three apples which are most promising for the market for this period are Duchess, Transparent, and Red June.

To turn now from theory and opinion to actual figures we have, on a previous page, tables of comparison of net returns per season and for a series of seasons, from apples shipped to Chicago as against those shipped to any of the cities mentioned in the table. These cities are representative cities and the calculation is based on an equal treatment plan. Conditions are assumed to be the same in each section and the same amount of fruit is shipped to each place, only figures which are in every way comparable as to time and amounts being used.

Where there were figures available for the comparison, the Chicago market, in five years, surpassed any of the Southern markets only six times in thirty-three calculations, and three of these were cases where only one month was compared to Chicago's two months. The figures in that table represented years, or seasons. But the aim of this discussion is not so much to discuss time or seasonal variation, but to prove that there are markets in the South for these apples as backed by results shown. This leaves a discussion by years as useless for our purpose. Then, for periods ranging from two to five years, another table shows net returns and favorable or unfavorable figures when Chicago was compared with the Southern cities mentioned in the table. In every case, but one, as shown in this table, the variation was in favor of the Southern market, and,

in this case, only two years' results were accessible. The variation estimated roughly, ran from \$1300.00 for a period of three years, to \$9,700.00 for a period of five years, leaving an average of \$5,500.00 margin in favor of the Southern markets.

Considering the South as divided into districts where it is possible to market apples, we are able from this table to approximate more or less which of these districts will be the better for the larger part of our shipments.

The first district which we will discuss is that made up of the states of Florida and Alabama. We have reports from the cities of Birmingham, and Mobile, Alabama, and from Jacksonville, Florida. These reports show, in net returns, for a period of three to five years, the following. Birmingham during five years, showed \$7,393.75 greater returns than Chicago for the same number of years. The Mobile market for four years showed \$7,816.00 greater returns than the Chicago market for the same number of years. The Jacksonville market showed, for three years, \$7,255.40 greater returns than the Chicago market for the same number of years. An average of the three for the region showed \$7,488.64 greater returns for the district than those from the Chicago market in the corresponding periods.

The second district is made up of the states of Georgia, and North and South Carolina. No quotations were accessible for North and South Carolina, and the freight rates were obtained for Atlanta, Ga., only. Hence we will have to assume that the city of Atlanta represents the whole district. This is the only place where the Southern market figures are inferior in net returns to the Chicago market figures. For two years Atlanta, Ga., gave a total

of \$326.10 less than Chicago in net returns, for the corresponding period.

The third district is made up of the states of Louisiana, and Mississippi. Quotations from New Orleans, La., only, were accessible for this district. For a three year period New Orleans showed \$1,999.60 greater net returns than Chicago for the corresponding period.

The fourth, and last, district is made up of the States of Tennessee and Kentucky. We have reports from the cities of Louisville, Ky., and Chattanooga, Memphis, and Nashville, Tennessee. The net returns for a period of five years show that Louisville gave \$9,687.81 greater returns than the Chicago market for a corresponding time. The Chattanooga returns for three years were \$1,306.25 greater than the Chicago returns for the same period. The Memphis returns show \$7,576.05 margin over the Chicago returns for a period of five years. The Nashville returns for a period of three years show returns \$2,778.75 greater than the Chicago reports for the same period. An average of the three to be taken as representative of the region shows \$5,337.16 greater returns than were found in the corresponding period as quoted from the Chicago market.

A comparison of these districts shows that the first district affords the best market with \$7,488.64 margin over Chicago, the fourth district is next with \$5,337.16 margin over Chicago, the third is next with \$1,999.60 margin over Chicago, and the Second is poorest with \$326.10 under the Chicago returns.

From this we may assume that the best market district for our summer varieties of apples from southern Illinois, comprises the states of Alabama and Florida; the next best is composed of the

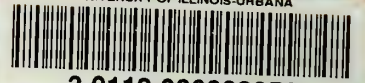
states of Tennessee and Kentucky; and after this comes the district which is made up of the states of Mississippi and Louisiana; and then we find that the Chicago market takes precedence over the district which is composed of North and South Carolina, and Georgia.

CONCLUSIONS

Now, having found that the theoretical amount of apples which any city will consume in the given period has no real bearing on our shipping our early varieties of apples south; and, that the people who are in a position to know state that there is a good market in the South for our apples; and that there are three districts, which comprise the greater part of the South, and the most accessible part for our purposes, which show a margin in net returns over the Chicago market of from \$7,500.00 for the best, to two thousand dollars for the poorest, we are in a position to say definitely that, if we ship our early varieties of apples from Southern Illinois to (1) Alabama and Florida, (2) Tennessee and Kentucky, or (3) Louisiana and Mississippi, we will be assured of greater returns than by shipping them to our standard market, which is Chicago.

Then, since we can prove definitely that all of these places will give us greater returns than if we shipped to Chicago, as is the general custom, anyone would be perfectly safe in saying, in answer to an inquiry as to market conditions in the South, that the three districts discussed above offer a much better market for early apples from Southern Illinois than does the Chicago market, which may be considered as the standard market for this section. Then until it is proved definitely that there is to be found a better market than the one we have outlined, it seems evident that we have found the most lucrative market for our early varieties of apples from Southern Illinois, in the Southern States.

UNIVERSITY OF ILLINOIS-URBANA



3 0112 086832356